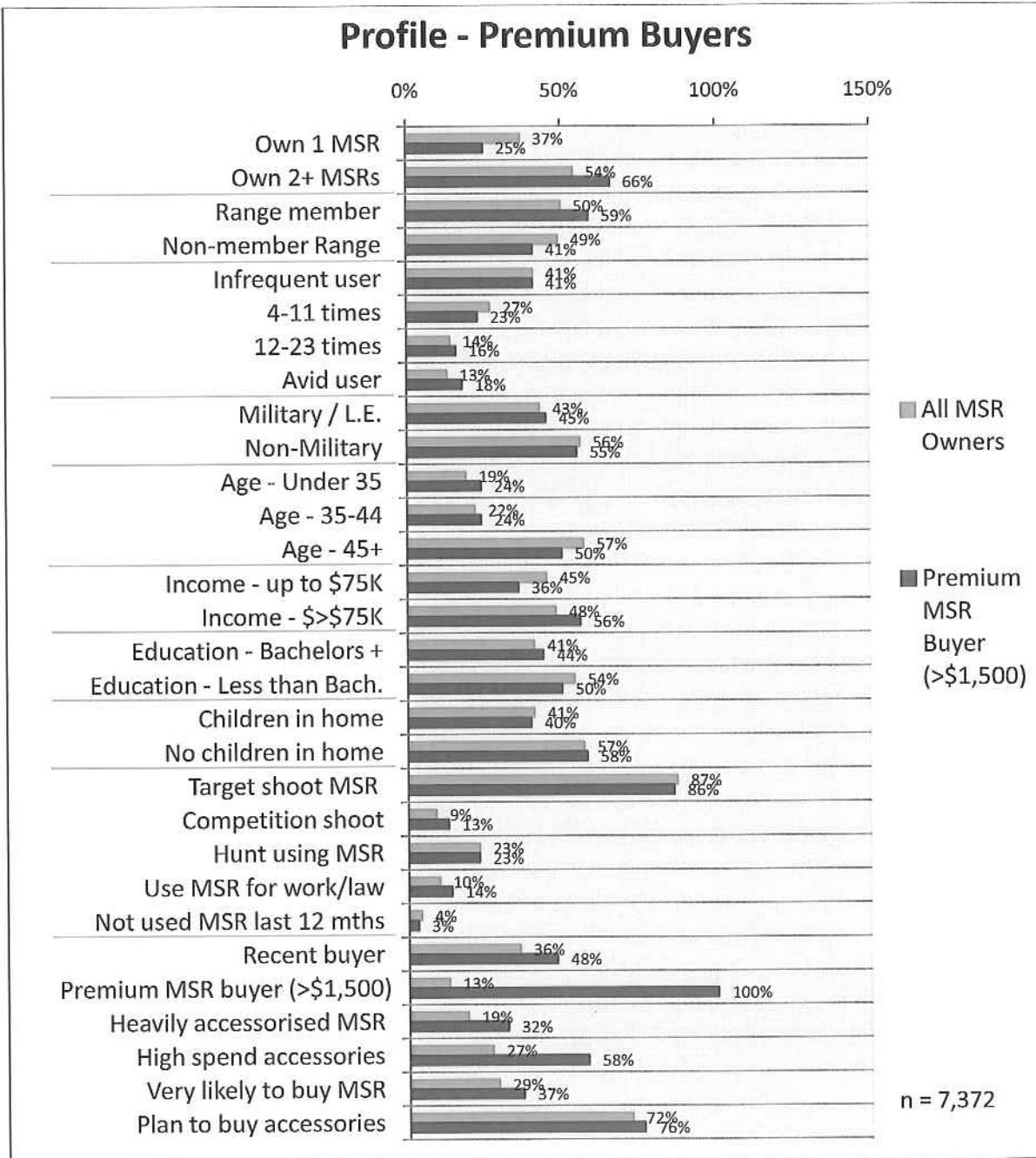


**EXHIBIT B**  
**(3 of 3)**

## 9.6 Premium Buyers

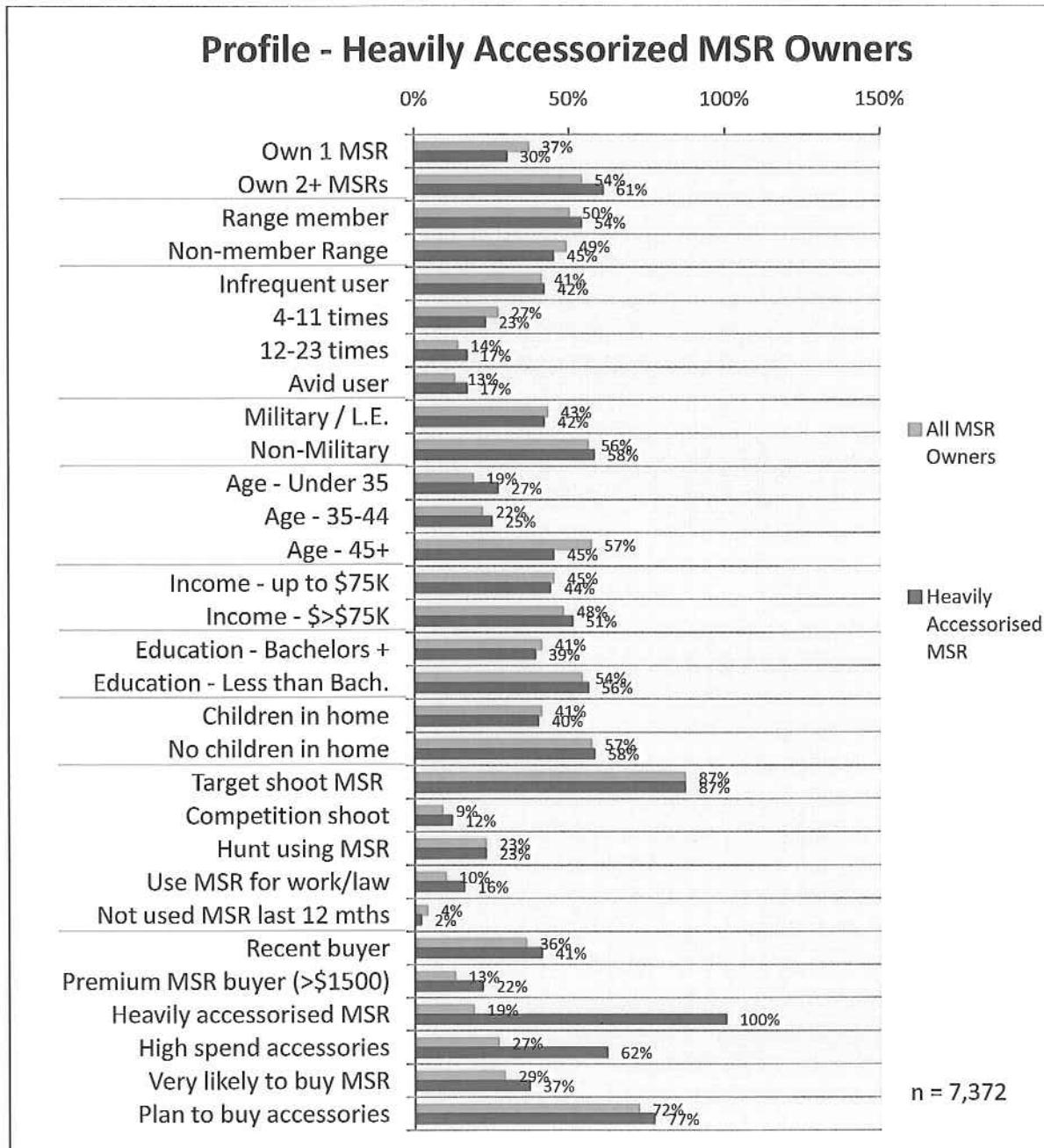


Premium buyers are relatively more likely to be:

- A range member
- Own multiple MSRs
- Avid users
- High spenders on accessories
- Very likely to buy in next 12 months.

Please note: some of the percentages for each sub-group will not add to 100% due to non-responses

## 9.7 Owners of Heavily Accessorized MSRs

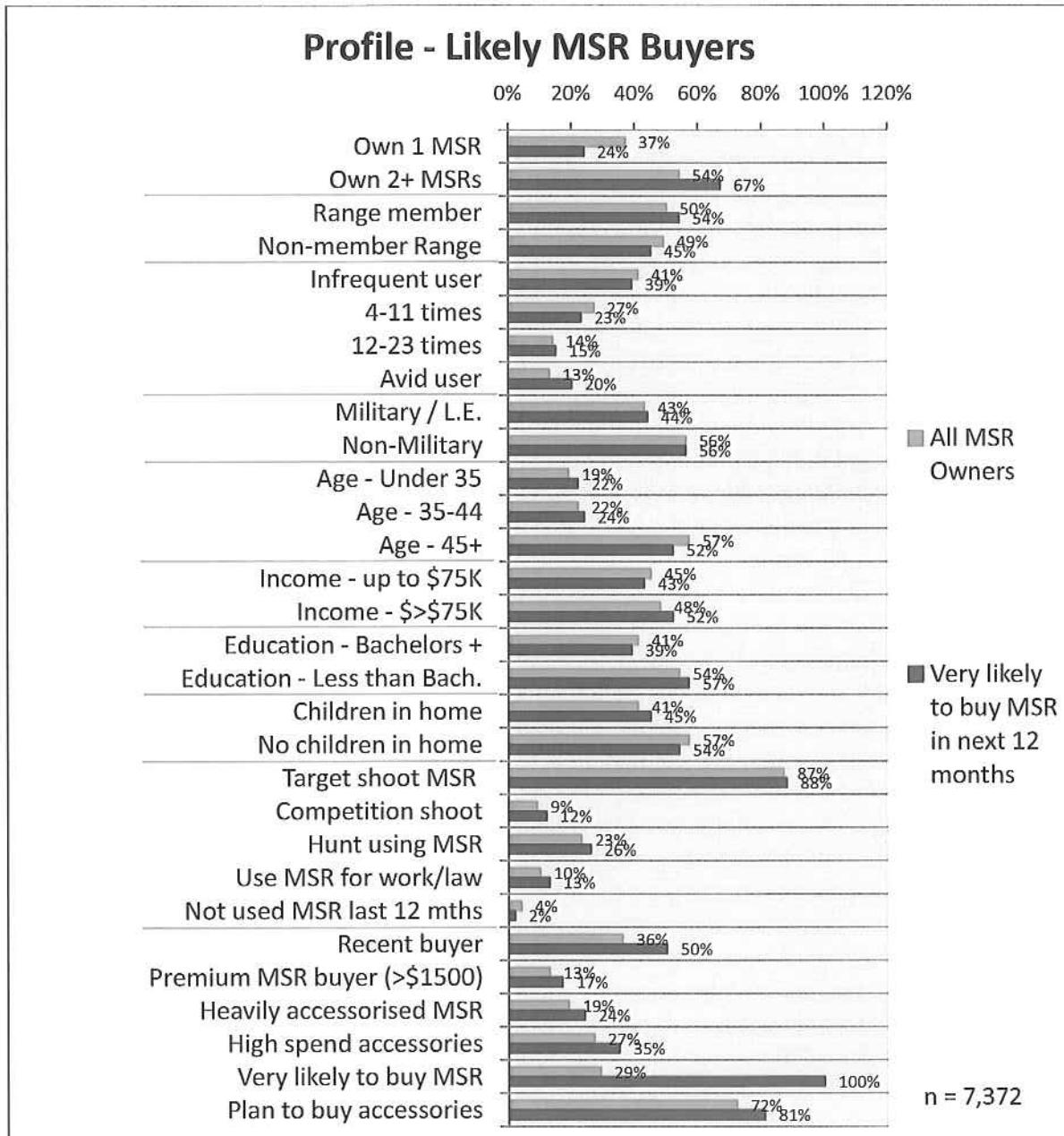


Owners of heavily accessorized MSRs are relatively more likely to be:

- A range member
- Own multiple MSRs
- Avid users
- Use MSR for work
- Premium MSR buyer
- Very likely to buy MSR in the next 12 months.

Please note: some of the percentages for each sub-group will not add to 100% due to non-responses

## 9.8 Likely MSR Buyers

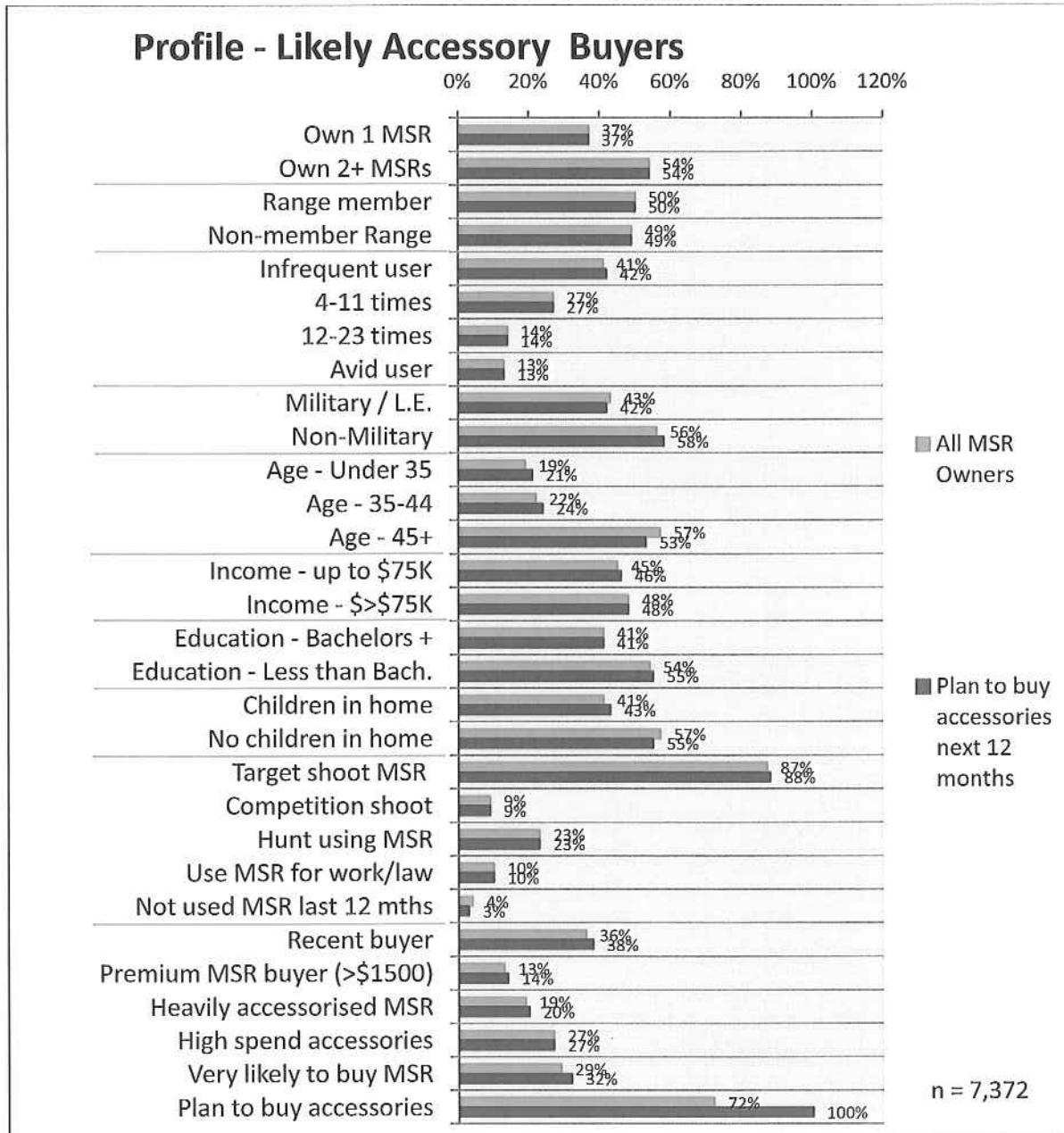


Likely MSR buyers are relatively more inclined to be:

- A range member
- Own multiple MSRs
- Avid users
- Age under 45
- Income >\$75K
- Children at home
- Recent buyer and high accessory spender

Please note: some of the percentages for each sub-group will not add to 100% due to non-responses

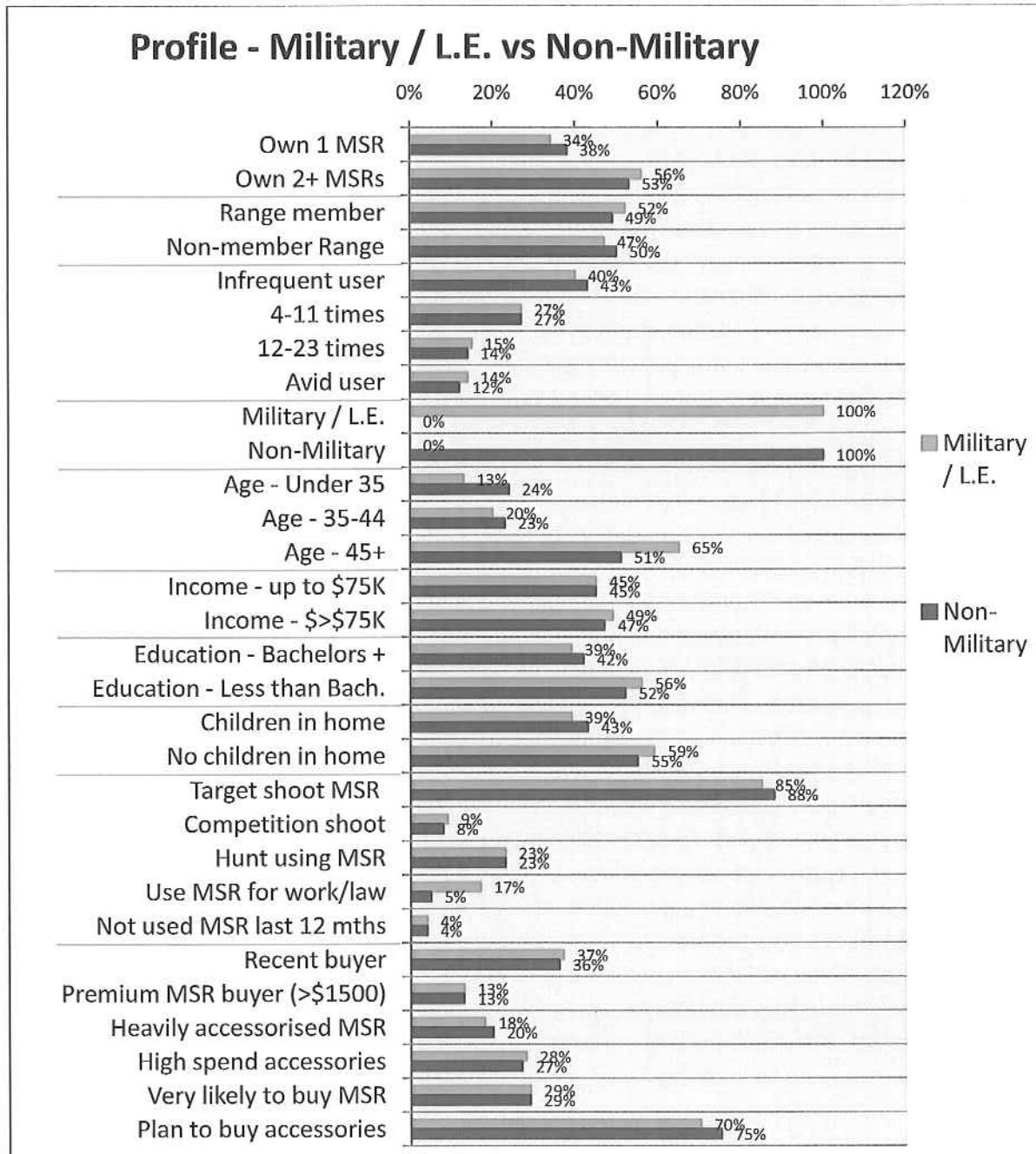
## 9.9 Likely Accessory Buyers



- The profile of likely accessory buyers is very similar to the overall profile of MSR owners indicating the high potential across all sub-groups.

Please note: some of the percentages for each sub-group will not add to 100% due to non-responses

## 9.10 Military vs Non-Military



MSR owners with a military background are relatively more likely to be:

- Range members
- Age 45+
- Higher income
- Slightly less well educated
- Multiple MSR owner

Please note: some of the percentages for each sub-group will not add to 100% due to non-responses

## 9.11 Favorite MSR related Magazine's in alphabetical order

Favorite Magazine
American Hunter
American Rifleman
Gun Digest
Guns
Guns and Ammo
Handloader
Rifle Shooter
Shooting Illustrated
Shooting Times
Shotgun News
Small Arms Review
SWAT
Tactical Weapons

## 9.12 Favorite MSR related Website/Blog(s) in alphabetical order

Favorite Website/Blog
450Bushmaster.net
AR15.com
ar15armory.com
Argunsandhunting.com
Brownells.com
calguns.net
dpmsinc.com
gunblast.com
GunBroker.com
GunDigest.com
GunsandAmmo.com
m4carbine.net

## 10 CLUSTER ANALYSIS/MARKET SEGMENTATION

### Explanation of Cluster Analysis/Market Segmentation Analysis

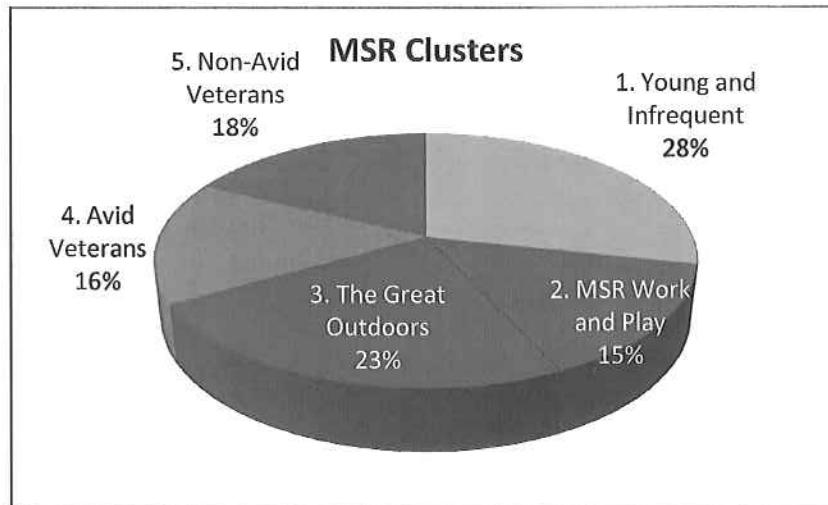
A Cluster Analysis or Market Segmentation is a concept that was developed to help marketers identify specific consumer groups based on a specific set and sub-set of demographic and specific product usage patterns. Market segmentation means dividing the market into distinct groups of individual segments or clusters with similar wants or needs and behaviors. A market segment or cluster is a sub-set of a people. In this case it is MSR owners with one or more characteristics that cause them to demand similar product and/or services based on qualities of those products: such as, usage, activity and demographics. A true market segment meets all of the following criteria: it is distinct from other segments (different segments have different needs), it is homogeneous within the segment (exhibits common needs), and it responds similarly to a market stimulus and media.

Using a cluster analysis technique and the following variables:

- Age
- Reasons for owning
- What is your estimated yearly household income?
- How many MSRs do you own?
- Law Enforcement or Military

We established 5 clusters:

1. Young and Infrequent
2. MSR Work and Play
3. The Great Outdoors
4. Avid Veterans
5. Non-Avid Veterans

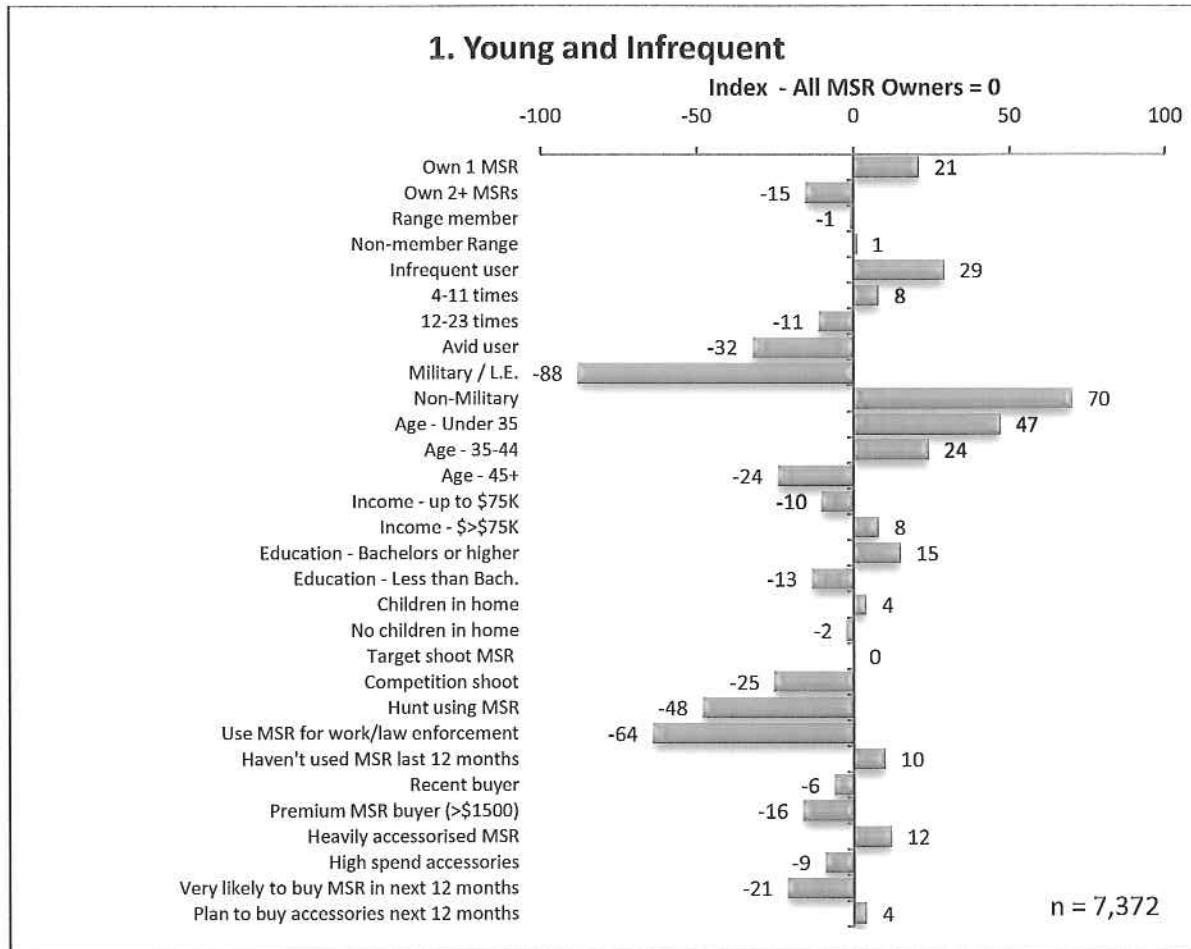


#### How to Read the Cluster Charts

In all of the cluster charts the sample profile is 0. An index of +20 means the cluster is 20% more likely to exhibit that behavior. So for example Cluster 1 is 21% more likely to own a single MSR and 15 less likely to own multiple MSRs.

n = 7,372

## 10.1 Cluster 1 - Young and Infrequent

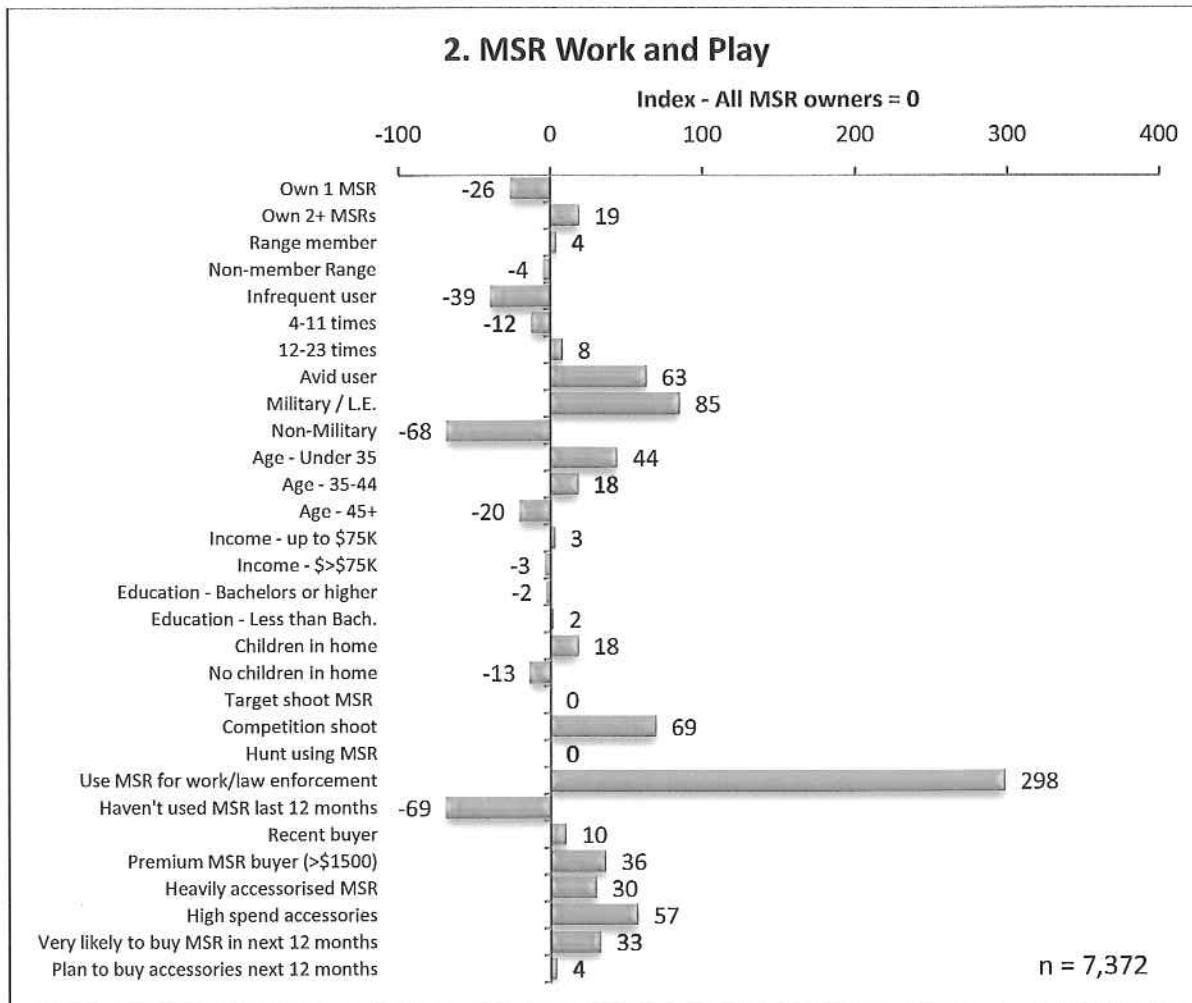


Cluster 1 – Young and Infrequent make up 28% of MSR owners. They tend to be:

- Non-military
- Age under 35
- Well educated
- Non-hunters
- Less likely to buy an MSR in the next 12 months
- Less likely to hunt or compete.



## 10.2 Cluster 2 – MSR Work and Play

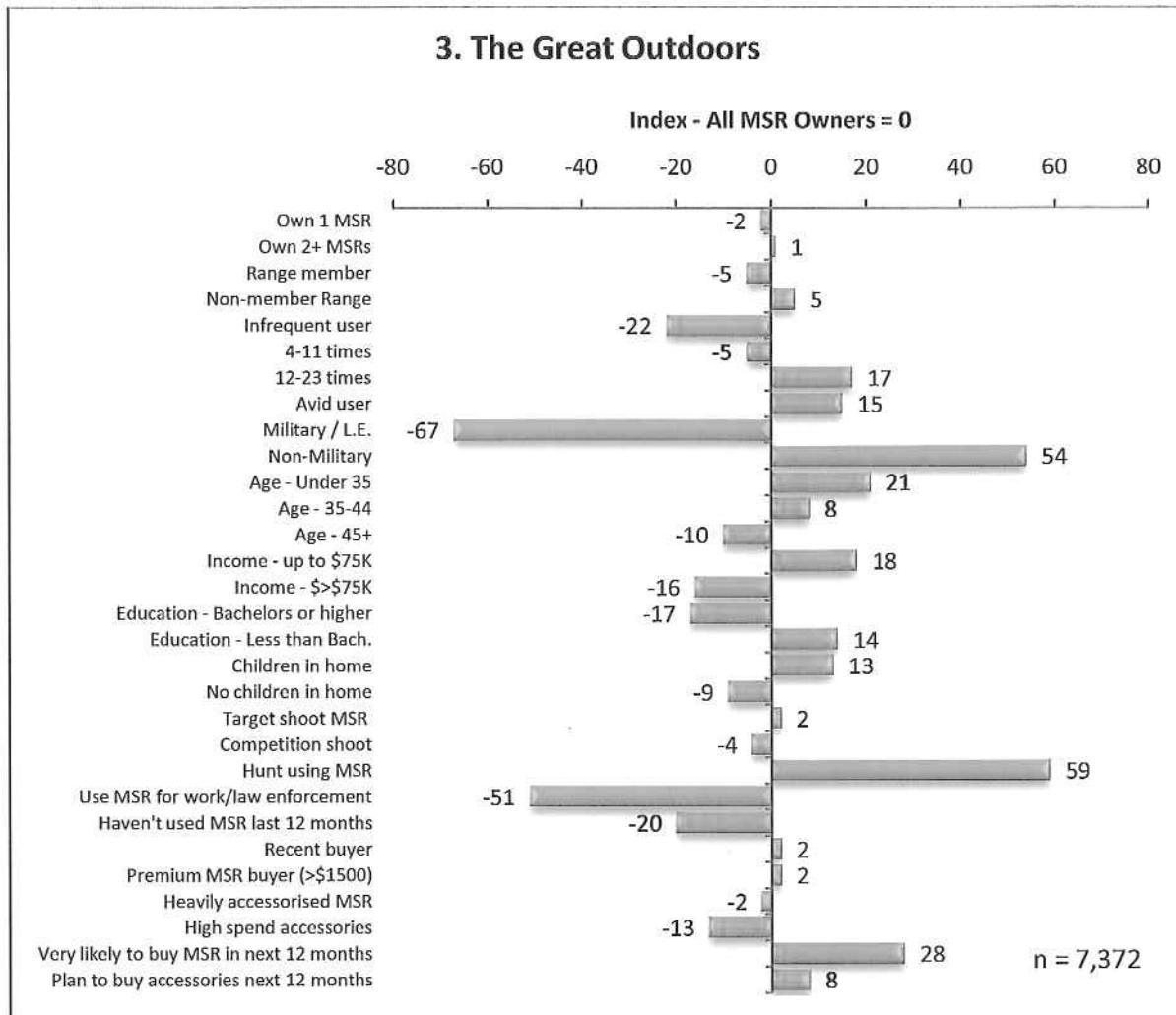


Cluster 2 – MSR Work and Play make up 18% of MSR owners. They tend to be:

- Avid, multiple MSR owners
- Military background
- Age under 35
- Competition shooters
- Go hunting
- Use MSR for work.

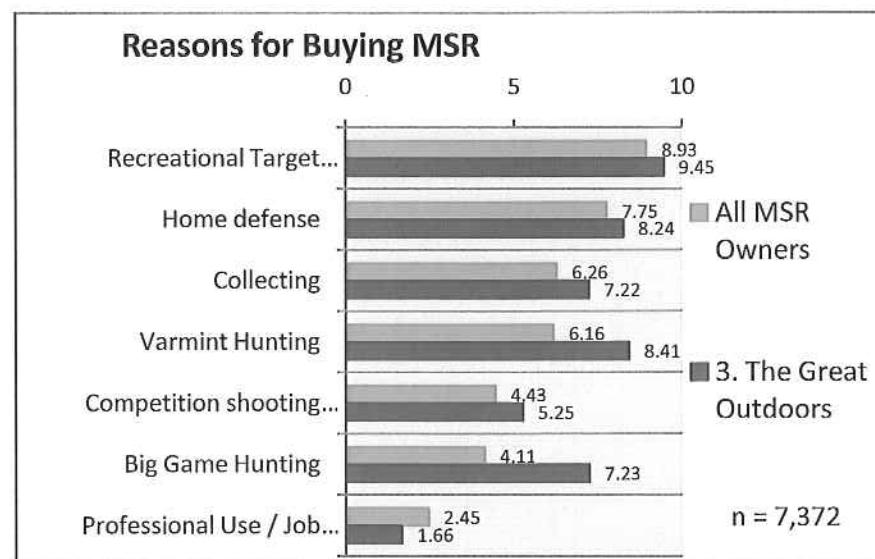


## 10.3 Cluster 3 – The Great Outdoors

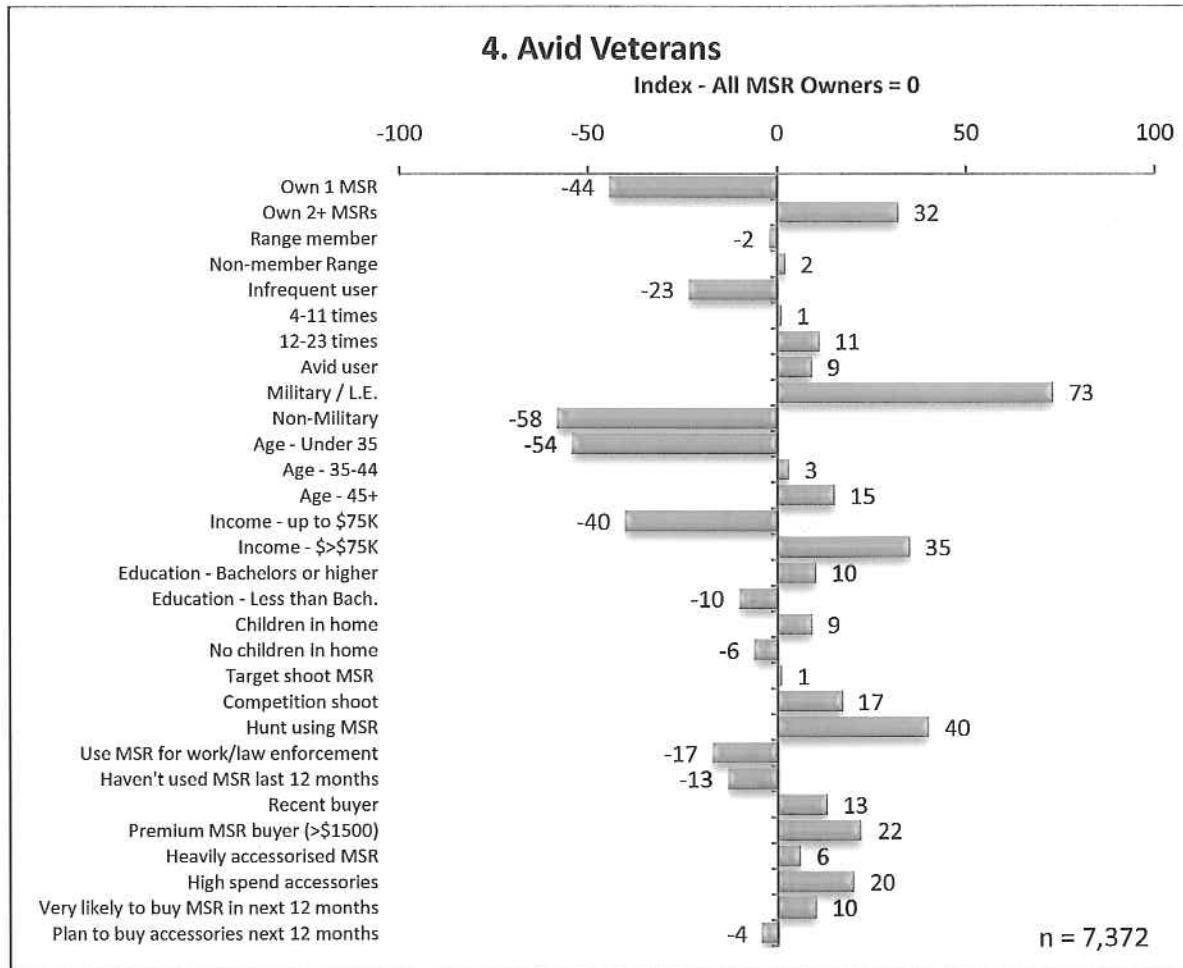


The Great Outdoors accounts for 23% of MSR owners. They tend to be:

- Age under 45
- Lower income
- Likely to buy MSR
- Less well educated
- Hunters.



## 10.4 Cluster 4 – Avid Veterans

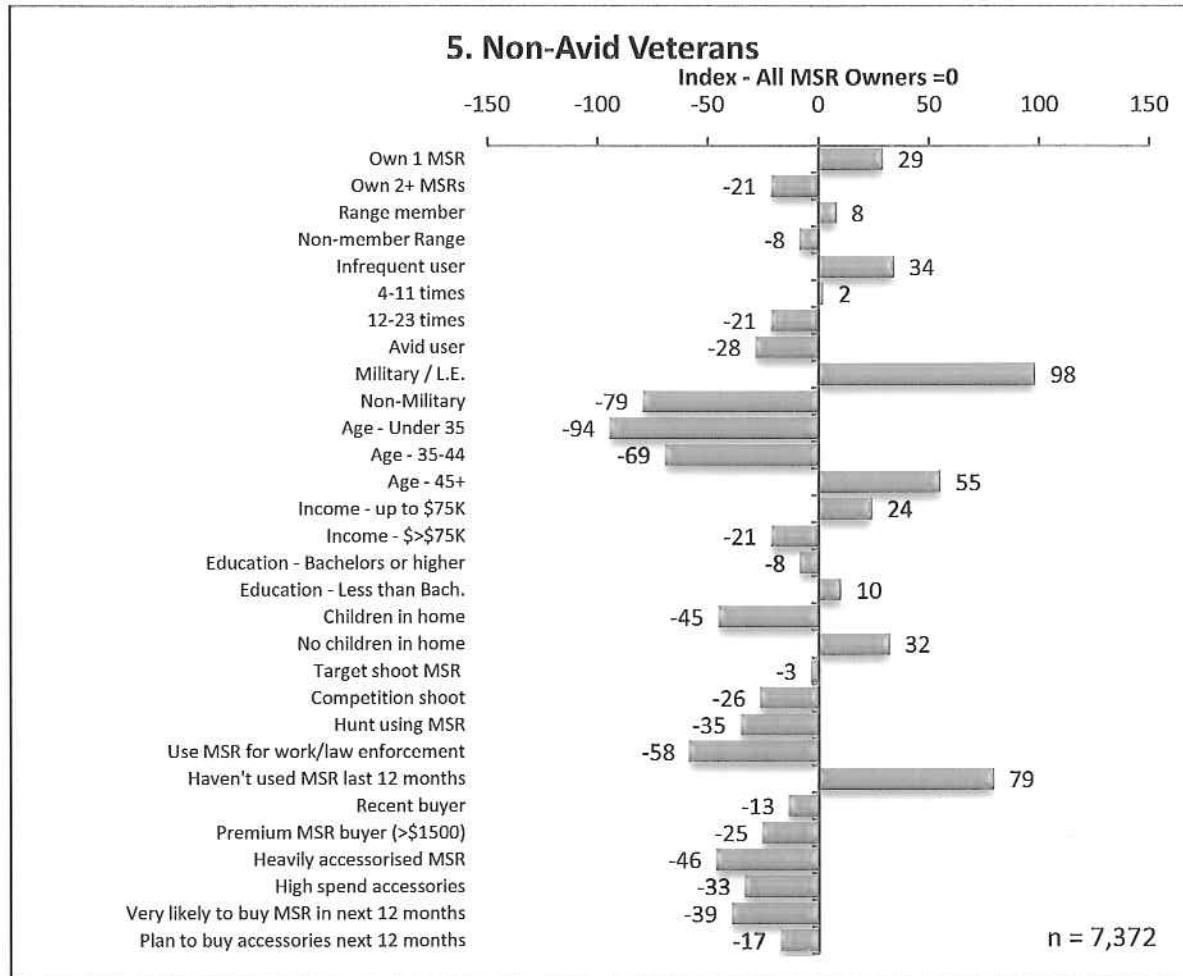


Avid Veterans account for 16% of all MSR owners. They tend to be:

- Age over 35
- Well educated
- Collectors
- Hunters.



## 10.5 Cluster 5 – Non-Avid Veterans



Non-Avid Veterans account for 18% of all MSR owners. They tend to be:

- Non users
- Single MSR
- Less likely to buy MSR and accessories
- Age 45+
- No children at home
- Lower income



## 11 CROSS-TABULATIONS

The following data is provided to allow reader to perform additional detailed and specific analysis.

22.3 When did you purchase / obtain your first NESR?

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## 22.6 Law Enforcement / Military (Active or Former)

If NCH's own					If NCH's own					If NCH's own					If NCH's own					If NCH's own					# of M&H's own				
Range Membership					# of M&H last 12 months					Range Membership					# of M&H last 12 months					Range Membership					# of M&H last 12 months				
# of NCH's own		# of M&H's own			# of NCH's own		# of M&H's own			# of NCH's own		# of M&H's own			# of NCH's own		# of M&H's own			# of NCH's own		# of M&H's own			# of NCH's own		# of M&H's own		
Total	1	2	3+	Member	Non-Member	3+ <sup>a</sup>	Member	Non-Member	3+ <sup>a</sup>	Member	Non-Member	3+ <sup>a</sup>	Member	Non-Member	3+ <sup>a</sup>	Member	Non-Member	3+ <sup>a</sup>	Member	Non-Member	3+ <sup>a</sup>	Member	Non-Member	3+ <sup>a</sup>	Member	Non-Member	3+ <sup>a</sup>	Member	Non-Member
7372	2700	1540	2344	3614	3726	1056	5974	1256	5939	3130	5974	3211	4163	1591	1888	1782	539	1325	1893	1587	3271	3975	513,000+	513,000+	513,000+	513,000+	513,000+	513,000+	
7372	2700	1540	2344	3614	3726	1056	5974	1256	5939	3130	5974	3211	4163	1591	1888	1782	539	1325	1893	1587	3271	3975	513,000+	513,000+	513,000+	513,000+	513,000+	513,000+	
4438	4158	4286	4516	4276	4516	576	589	576	589	576	589	576	589	576	589	576	589	576	589	576	589	576	589	45%	42%	45%	42%	45%	42%
5656	5956	5796	5576	5576	5576	589	589	589	589	589	589	589	589	589	589	589	589	589	589	589	589	589	589	55%	57%	54%	56%	55%	55%

12. In what year did you receive your most recent WMR as a participant?																
# MAF's own	Range/Membership	# times used MAF's last 12 months	Relief Arms?			Law Enforcement or Military			Age			Income	Education	Marital Status	Children?	
			Non-Member	Member	Non-Member	Member	Non-Member	Member	Under 35	35-44	45-54					
Total	1	2	3+	Member	4-11	12-23	24+	Relief	LE	1553	1853	2154	\$45,000 & under	\$111,000+	Divorced	4075
26188	2111	36291	5528	1928	1039	942	352	2371	3-34	1356	1736	1282	\$111,000 to 125000	\$111,000 to 125000	Married	2699
1717	26188	1638	2955	1928	1039	942	352	4055	3756	1553	1853	2154	1914	1553	1853	1553
176	275	385	509	407	306	385	356	385	385	428	385	385	385	385	385	385
2020	335	385	509	407	306	385	356	385	385	428	385	385	385	385	385	385
2966	2888	335	385	509	407	306	385	356	385	428	385	385	385	385	385	385
1416	2729	103	1416	136	116	146	125	146	146	146	146	146	1205	1205	1205	1205
536	715	455	375	415	256	556	595	595	595	595	595	595	1205	1205	1205	1205
276	421	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25
1276	1289	113	25	305	178	126	135	94	696	1026	1493	1626	1205	1205	1205	1205

Q3.3 How important were each of the following reasons for buying your most recent MSR (average)

		# MSR's own		Range Membership		# times used MSR last 12 months		Relied on Arms?		Law Enforcement or Military		Age		Income		Education		Marital Status		Children?			
		# MSR's own		Range Membership		# times used MSR last 12 months		Relied on Arms?		Non-Military		Under 35		45-54		55-64		65+		Under 35		45-54	
		Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Accuracy		9,212	8,958	9,035	8,931	9,028	8,931	8,931	8,931	8,931	8,931	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Reliability		8,331	8,295	8,385	8,311	8,402	8,319	8,319	8,319	8,319	8,319	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Representation of manufacturers		8,330	8,295	8,385	8,311	8,402	8,319	8,319	8,319	8,319	8,319	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Ava. ability of armament in this caliber		8,110	8,233	8,085	8,111	8,110	8,118	8,085	8,111	8,110	8,110	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Good ergonomics, easy access to controls, comfortable		8,110	8,112	8,211	8,116	8,085	8,085	8,085	8,085	8,085	8,085	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Ava. ability of parts		8,336	8,344	8,111	8,111	8,112	8,056	8,111	8,031	8,110	8,110	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Ability to shoot		7,852	7,521	7,545	7,744	7,536	7,644	7,536	7,601	7,741	7,650	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Ability to accessorize		7,532	7,521	7,477	7,536	7,500	7,541	7,500	7,541	7,500	7,500	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Purchasing and any economic future concerns		7,311	7,418	7,202	7,255	7,339	7,366	7,339	7,366	7,339	7,366	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Additional features/added value		6,355	7,545	7,021	6,592	7,005	6,594	7,005	6,594	7,005	6,594	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Light weight		6,271	6,565	6,460	6,785	6,565	6,460	6,565	6,460	6,565	6,565	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Price		6,271	6,565	6,460	6,477	6,565	6,477	6,565	6,477	6,565	6,565	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Low cost of armament in this caliber		6,159	6,845	6,669	6,277	6,531	6,500	6,531	6,500	6,531	6,500	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Low recoil		5,671	5,671	5,671	5,671	5,671	5,671	5,671	5,671	5,671	5,671	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Ability to dominate		5,231	5,231	5,207	5,137	5,244	5,244	5,244	5,244	5,244	5,244	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Ability to hit in middle/low deflection and accuracy		5,021	4,776	5,021	5,021	4,776	5,021	5,021	4,776	5,021	5,021	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Performance in field		5,020	3,888	3,844	3,515	3,515	3,515	3,515	3,515	3,515	3,515	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Performance in field (as per MSR)		3,540	3,712	3,441	3,165	3,441	3,165	3,441	3,165	3,441	3,165	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
My friends/family had one		3,405	3,405	3,405	3,405	3,405	3,405	3,405	3,405	3,405	3,405	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+

Q3.13 How much after market customization did you do to your most recent MSR in terms of dollars spent?

		# MSR's own		Range Membership		# times used MSR last 12 months		Relied on Arms?		Law Enforcement or Military		Age		Income		Education		Marital Status		Children?			
		# MSR's own		Range Membership		# times used MSR last 12 months		Relied on Arms?		Non-Military		Under 35		35-44		45-54		55-64		65+		Under 35	
		Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Relied on Arms?		7,221	2,658	1,638	2,132	3,624	3,624	3,624	3,624	3,624	3,624	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Relied on Arms? (as per MSR)		7,221	2,658	1,638	2,132	3,624	3,624	3,624	3,624	3,624	3,624	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Relied on Arms? (as per MSR) (as per MSR)		7,221	2,658	1,638	2,132	3,624	3,624	3,624	3,624	3,624	3,624	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Relied on Arms? (as per MSR) (as per MSR) (as per MSR)		7,221	2,658	1,638	2,132	3,624	3,624	3,624	3,624	3,624	3,624	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Relied on Arms? (as per MSR) (as per MSR) (as per MSR) (as per MSR)		7,221	2,658	1,638	2,132	3,624	3,624	3,624	3,624	3,624	3,624	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Relied on Arms? (as per MSR)		7,221	2,658	1,638	2,132	3,624	3,624	3,624	3,624	3,624	3,624	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Relied on Arms? (as per MSR)		7,221	2,658	1,638	2,132	3,624	3,624	3,624	3,624	3,624	3,624	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Relied on Arms? (as per MSR)		7,221	2,658	1,638	2,132	3,624	3,624	3,624	3,624	3,624	3,624	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Relied on Arms? (as per MSR)		7,221	2,658	1,638	2,132	3,624	3,624	3,624	3,624	3,624	3,624	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Relied on Arms? (as per MSR)		7,221	2,658	1,638	2,132	3,624	3,624	3,624	3,624	3,624	3,624	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Relied on Arms? (as per MSR)		7,221	2,658	1,638	2,132	3,624	3,624	3,624	3,624	3,624	3,624	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Relied on Arms? (as per MSR)		7,221	2,658	1,638	2,132	3,624	3,624	3,624	3,624	3,624	3,624	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Relied on Arms? (as per MSR)		7,221	2,658	1,638	2,132	3,624	3,624	3,624	3,624	3,624	3,624	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Relied on Arms? (as per MSR)		7,221	2,658	1,638	2,132	3,624	3,624	3,624	3,624	3,624	3,624	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Relied on Arms? (as per MSR)		7,221	2,658	1,638	2,132	3,624	3,624	3,624	3,624	3,624	3,624	Relied on Arms?	Non-Military	Under 35	35-44	45-54	55-64	65+	Under 35	35-44	45-54	55-64	65+
Relied on Arms? (as per MSR)		7,221	2,658	1,638	2,132																		

### 3.13 What type of scope?

A VINTAGE COUNTRY 100

33-35 WOOD WOODSTOCK, CONNECTICUT

15. What has been your most recent VSI?

JULY

Q3.20 Does the barrel on your most recent MSR have a?

1000

Q5.23 How many hours per week do you spend on the following activities? (Average)

Q4-10 Sporting Scope											
	# M&S's own			Range Membership			# times used M&S last 12 months			Relied Arms?	
	Non-Member			Non-Member			4*1 1-2*3			24+	
	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member
Total	1	2	3+	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member
6850	2393	1472	2311	3316	1749	2823	5723	1247	264+	24+	24+
5256	4256	5396	6474	3550	5134	6075	5852	4256	24+	24+	24+
Currently own	1885	1016	1746	1746	4895	5134	6075	6075	4256	24+	24+
Play to buy / not 12 months	5315	4256	2856	2856	3595	3595	3225	3225	2056	2056	2056
Don't own or plan to buy	5315	4256	2856	2856	3595	3595	3225	3225	2056	2056	2056

Q4-11 Range Finder											
	# M&S's own			Range Membership			# times used M&S last 12 months			Relied Arms?	
	Non-Member			Non-Member			4*1 1-2*3			24+	
	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member
Total	1	2	3+	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member
6318	2281	1426	2010	3231	1655	2823	5723	1247	24+	24+	24+
Currently own	1705	1056	1676	1676	4895	5134	6075	6075	4256	24+	24+
Play to buy / not 12 months	3765	2656	4076	4076	3595	3595	3225	3225	2056	2056	2056
Don't own or plan to buy	3765	2656	4076	4076	3595	3595	3225	3225	2056	2056	2056

Q4-12 Rifle 2nd											
	# M&S's own			Range Membership			# times used M&S last 12 months			Relied Arms?	
	Non-Member			Non-Member			4*1 1-2*3			24+	
	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member
Total	1	2	3+	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member
6318	2281	1426	2010	3231	1655	2823	5723	1247	24+	24+	24+
Currently own	1705	1056	1676	1676	4895	5134	6075	6075	4256	24+	24+
Play to buy / not 12 months	3765	2656	4076	4076	3595	3595	3225	3225	2056	2056	2056
Don't own or plan to buy	3765	2656	4076	4076	3595	3595	3225	3225	2056	2056	2056

Q4-13 Tactical Flashlight											
	# M&S's own			Range Membership			# times used M&S last 12 months			Relied Arms?	
	Non-Member			Non-Member			4*1 1-2*3			24+	
	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member
Total	1	2	3+	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member
6318	2281	1426	2010	3231	1655	2823	5723	1247	24+	24+	24+
Currently own	1705	1056	1676	1676	4895	5134	6075	6075	4256	24+	24+
Play to buy / not 12 months	3765	2656	4076	4076	3595	3595	3225	3225	2056	2056	2056
Don't own or plan to buy	3765	2656	4076	4076	3595	3595	3225	3225	2056	2056	2056

Q4-14 Tactical Apparel											
	# M&S's own			Range Membership			# times used M&S last 12 months			Relied Arms?	
	Non-Member			Non-Member			4*1 1-2*3			24+	
	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member
Total	1	2	3+	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member
6318	2281	1426	2010	3231	1655	2823	5723	1247	24+	24+	24+
Currently own	1705	1056	1676	1676	4895	5134	6075	6075	4256	24+	24+
Play to buy / not 12 months	3765	2656	4076	4076	3595	3595	3225	3225	2056	2056	2056
Don't own or plan to buy	3765	2656	4076	4076	3595	3595	3225	3225	2056	2056	2056

Q4-15 Vertical Foregrip											
	# M&S's own			Range Membership			# times used M&S last 12 months			Relied Arms?	
	Non-Member			Non-Member			4*1 1-2*3			24+	
	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member
Total	1	2	3+	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member
6318	2281	1426	2010	3231	1655	2823	5723	1247	24+	24+	24+
Currently own	1705	1056	1676	1676	4895	5134	6075	6075	4256	24+	24+
Play to buy / not 12 months	3765	2656	4076	4076	3595	3595	3225	3225	2056	2056	2056
Don't own or plan to buy	3765	2656	4076	4076	3595	3595	3225	3225	2056	2056	2056

Q4-16 Laser Optic											
	# M&S's own			Range Membership			# times used M&S last 12 months			Relied Arms?	
	Non-Member			Non-Member			4*1 1-2*3			24+	
	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member
Total	1	2	3+	Member	Non-Member	Non-Member	Member	Non-Member	Non-Member	Member	Non-Member
6318	2281	1426	2010	3231	1655	2823	5723	1247	24+	24+	24+
Currently own	1705	1056	1676	1676	4895	5134	6075	6075	4256	24+	24+
Play to buy / not 12 months	3765	2656	4076	4076	3595	3595	3225	3225	2056	2056	2056
Don't own or plan to buy	3765	2656	4076	4076	3595	3595	3225	3225	2056	2056	2056



25-1 Please rank the following reasons on a scale of 1-10 for you owning a MSR.

25-1 Please rank the following reasons on a scale of 1-10 for you owning a MSR.

ANSWER: 5. 2. Having used a MAF in this last 12 months?

Q5.3 Approximately how many times in the last 12 months have you used your M5R?

Q5.4 Did you shoot your M5R more, less, about the same in the last 12 months compared

Q5.4 Did you shoot your M82 more, about the same or less than your M4A1 in the last 12 months compared to the year before?									
M82's own		M4A1's own		Range Membership		Range Membership		Range Membership	
#	Member	#	Member	Non-Member	Non-Member	Non-Member	Non-Member	Non-Member	Non-Member
Total	1	2	3+	Member	Non-Member	Non-Member	Non-Member	Non-Member	Non-Member
Less than	7324	2233	3617	3387	2041	953	3110	3646	3041
More	6933	2482	3495	3270	1557	2041	3076	3154	3076
Less	389	185	314	3275	359	1206	2355	3156	3205
About the same	4838	4156	4876	4576	4776	4919	4675	4776	4675

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10024 255 125 246

10000 32% 20% 32%

Q5.9 When you buy ammunition, what quantity do you typically buy at one time?											
# MCR's own			# times used MCR last 12 months			Relied Armed?			Law Enforcement or Military?		
Range Membership	Non-Member	Member	3 times or less	4-11	12+23	Relied Armed?	Non-Relied Armed	Military/L.E.	Non-Military / L.E.	Under 35	Age
Total	1	2	3+	Member	Non-Member	Relied Armed?	Non-Relied Armed	Military / L.E.	Non-Military / L.E.	Under 35	Age
6934	2687	1757	2257	3555	3343	1012	2941	1233	5538	2216	\$45,000 & under
1-50 rounds	1365	974	795	3215	3026	985	976	852	916	3008	\$50,000 to \$75,000
51-100 rounds	1266	245	205	1356	1076	185	185	185	185	1095	\$75,000 to \$100,000
101-200 rounds	215	215	205	225	225	205	205	205	205	1257	\$100,000 & over
201-500 rounds	265	265	265	265	265	265	265	265	265	1561	
501-1000 rounds	405	405	405	405	405	405	405	405	405	1561	
1000+ rounds	354	154	154	354	354	25	25	25	25	1561	
500+	436	335	415	485	395	436	425	425	425	425	
Q5.10 Do you reload your own ammunition?											
# MCR's own			# times used MCR last 12 months			Relied Armed?			Law Enforcement or Military?		
Range Membership	Non-Member	Member	3 times or less	4-11	12+23	Relied Armed?	Non-Relied Armed	Military / L.E.	Non-Military / L.E.	Under 35	Age
Total	1	2	3+	Member	Non-Member	Relied Armed?	Non-Relied Armed	Military / L.E.	Non-Military / L.E.	Under 35	Age
500+	436	335	415	485	395	436	425	425	425	425	

	7022	2501	1596	2280	3

5-14 What distance do you generally hunt or target shoot at with your primary MSR?

35.15 When you go target shooting with your MSR do you generally do shooting?:

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5.37 How important are each of the following in preventing you from shooting your M5R more often? (mark right)

DRAFT: How important are each of the following, for you personally?												Children?											
Hicks's own			Hicks's membership			If times used M&S last 12 months			Relevant Ammo?			Law Enforcement or Military			Age?			Income		Education		Marital Status	
Importance	1	2	3+	Member	Non-Member	less than 1 year	1-3 years	4-7 years	7-12 years	12-17 years	18+	Non-Military	Under 18	18-35	35-44	45-54	55-64	65+	under	higher	less than	Married	Married
Total	1	2	3+									LE	35	35-44	45-54	55-64	65+					74.4	8.20
7.77	7.73	7.33	7.33	7.63	7.66	2.82	7.75	6.02	7.92	7.22	8.26	8.01	7.48	6.54	7.77	7.92	8.31	8.00	7.95	7.55	6.63	7.45	
6.52	6.39	6.22	6.18	6.33	6.31	6.43	6.56	6.54	6.75	6.26	6.36	6.33	6.22	5.59	6.49	7.08	6.55	6.22	5.56	6.57	6.03	5.59	
5.12	5.27	5.05	5.09	4.68	5.65	5.32	5.98	6.19	5.22	5.14	5.60	5.24	4.93	4.79	4.50	5.31	4.48	4.39	4.59	4.53	4.55	4.55	4.24
4.47	4.42	3.46	4.17	4.55	5.21	5.21	5.26	5.17	4.58	4.43	4.52	4.54	4.49	4.18	4.38	4.71	4.60	4.43	4.05	4.30	4.57	4.46	4.71
3.45	3.76	3.42	3.15	3.19	3.71	3.54	3.23	3.07	3.03	3.57	3.32	3.54	3.71	3.25	3.45	3.87	3.46	3.22	3.06	3.51	3.42	3.50	3.44
3.35	3.45	3.41	3.05	2.78	3.93	3.33	3.24	2.85	3.93	3.22	3.89	3.97	3.44	3.19	3.15	3.65	3.78	3.45	3.26	3.58	3.37	3.72	3.20







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